



Firebelly Design & Marketing Grant

[2010]

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**Completed application is due by 5pm on December 1st, 2009.**

Design & Marketing Grant  
Firebelly Design  
2701 W Thomas Street, 2nd floor  
Chicago, IL 60622

email [thinkbig@firebellydesign.com](mailto:thinkbig@firebellydesign.com)

Thank you for your interest in the Firebelly Design & Marketing Grant 2010.

Firebelly recognizes the importance of quality design and marketing for all organizations—but particularly for nonprofits. We understand nonprofits' tendency to focus their budget on operating costs and programming expenses. Unfortunately, that means design and marketing communications are often left up to volunteer staff who, while well-meaning and incredibly generous, are usually not part of the organization's overall, long-term vision.

As an alternative to this ineffectual piecemeal approach to pro bono work, our grant seeks to positively impact the quality of design and marketing for small nonprofit institutions through a focused, yearlong engagement. Rather than designing and developing singular projects that cannot be sustained, the Firebelly Design & Marketing Grant focuses all our efforts on one nonprofit for an entire year.

Since 2003, Firebelly has awarded our annual design and marketing grant to nonprofits in need and provided recipients with an entire year's worth of creativity and strategy. Firebelly believes in improving the grantee from the inside out. Using principles of sustainable design, we equip the organizations with skills ensuring continued growth long after the grant ends.

In other words, we don't just create strong identity systems, we also teach brand management. We don't just program websites with greater reach; we also develop content management systems for self-sufficiency. And we don't just design smarter promotional materials; we define a practical framework for long-term strategies and lasting campaigns.

Keeping the nonprofit grantees actively involved in the process also prepares them for future engagements with other designers. We make sure by the end of the year they feel confident communicating with vendors and creatives, are aware of cost-saving production options and thoroughly understand the importance of budgeting for design and marketing.

## ABOUT FIREBELLY DESIGN

*Firebelly* is the perfect combination of patient listeners, genius problem solvers and forward thinking designers and writers. We're serious about creating meaningful design, developing sustainable strategies and combining both to change the world.

Our expertise is in Authenticity + Sustainability. Firebelly believes in honest storytelling and genuine experiences—the sincere things that simply can't be faked or forced. Creating sustainable design and developing successful long-term strategies means we consider more than the present needs of our clients: we strive to be future-proof and considerate of our global impact.

Whether in print, online or in motion, we connect people in meaningful ways, produce tangible results and deliver more than our clients expect. From the initial research to the final application, our methods ensure *good design for good reason*<sup>™</sup>—every time.

### OUR PROCESS

#### 1. Research

Find differentiators. Identify mixed messages. Provide context. Define relevance.

#### 2. Exploration

Develop strategy. Create design plan. Seek external perspective. Focus + Refine.

#### 3. Design

Translate concepts. Perfect messaging. Build visual foundation. Activate brand.

#### 4. Application

Deploy design across all channels. Everything in its place. Time to shine.

## ELIGIBILITY AND AWARD INFORMATION

Grant applicants must meet the following criteria:

- nonprofit, tax-exempt 501(c)(3), U.S. organizations or a fiscal agent with such status; units of state or local government; or federally-recognized tribal communities or tribes may apply
- the organization must exist within 50 miles of Chicago, or be willing to pay for travel and accommodation expenses for 2 on-site visits throughout the course of the year for 2 members of the Firebelly Design team
- overall annual budgets must be between \$100k and \$750k

### Award information

This grant will give one nonprofit a year's worth of work from Firebelly Design to collaborate on some or all of following:

- establish and formalize a strategic marketing plan
- redesign identity and associated materials (business cards, letterhead, etc.)
- redesign of marketing collateral, including brochures and newsletter
- architecture and redesign of the organization's website
- create advertising for event, advocacy and services campaign
- establish relationships with outside vendors for printing and other services
- create branding standards guide for long-term consistency

The award will be granted end of December 2009, begin January 2010 and last throughout the calendar year of 2010. Only one award will be given per year. Outside service expenses such as advertising, printing, web hosting, etc. are the responsibility of the organization.

APPLICATION FORM

DATE / / 2009

NAME OF ORGANIZATION \_\_\_\_\_

EXECUTIVE DIRECTOR \_\_\_\_\_

ADDRESS \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

TITLE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

IRS 501(C)(3) NONPROFIT? (please circle) YES | NO

If no, please identify your fiscal agent: \_\_\_\_\_

Total number of staff: *full-time* \_\_\_\_\_ *part-time* \_\_\_\_\_

Total number of board members: \_\_\_\_\_ Total number of volunteers: \_\_\_\_\_

Do you have any marketing, design or communications staff? (please circle) YES | NO

If yes, please give a detailed job description on a separate sheet of paper.

Total annual organizational budget: \$ \_\_\_\_\_ Fiscal Year Ends \_\_\_\_\_

Please include the last 2 years' detailed budgets on a separate sheet of paper.

On a separate sheet of paper please state your organization's mission, provide information about your organization's overall programs and activities, and include a brief summary of your organization's history, goals, and key achievements.

## APPLICATION NARRATIVE

We want to know what you need and why you need it. Please express in narrative form, of no more than 10 pages, why this grant would help your organization by addressing a minimum of 5 of the following topics. **You must answer the topics in bold.**

- **Please describe the services that you seek and the goals and objectives such services would help your organization achieve.**
- **If you were awarded this grant, please describe your future plan for sustaining this effort.**
- Why now? Why is it critical to your organization that you receive this grant next year?
- List the organization's target population, constituents, and geographic communities served.
- Describe the community or regional need(s) and/or challenges that this effort will address. What is the level and nature of involvement of the community-at-large?
- If you have any upcoming projects that this grant could support, please describe them and the ways this grant would be beneficial.
- If applicable, identify organizations that you collaborate with to address the issue(s) in this proposal.
- Define your criteria for success of the project. State how you will measure your success in the short-term and in the long-term. What tool(s) will be used to evaluate your success? What is your strategy for implementing the evaluation process?

## SUBMISSION GUIDELINES

Please ensure you have all necessary documents listed below. If you do not, your application will not be accepted.

- completed application form
- narrative essay, with any necessary supporting documentation
- samples of existing marketing materials, particularly those that you are needing to redesign
- existing marketing plan
- letter stating 501(c)(3) tax-exempt status for you or your fiscal agent
- if organization is not within the 50 mile Chicagoland radius, proof of budget for travel and accommodation expenses
- 2 previous years' detailed budgets
- absolutely no faxed, emailed, or late applications will be accepted

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